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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/038,674	12/31/2001	John Erven Jenne	H052617.1130US0	9034

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HEWLETT-PACKARD COMPANY
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EXAMINER

PITARO, RYAN F

ART UNIT	PAPER NUMBER
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2174

DATE MAILED: 03/23/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

SP

Office Action Summary

Application No.

10/038,674

Applicant(s)

JENNE ET AL.

Examiner

Ryan F. Pitaro

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 12 December 2005.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-4, 9-16, 18-21, 27-30 and 34 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-4, 9-16, 18-21, 27-30, and 34 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. Claims 1-4, 9-16, 18-21, 27-30, and 34 have been examined.

Response to Amendment

2. This communication is responsive to Amendment C, filed 12/12/2005.
3. Claims 1-4, 9-16, 18-21, 27-30, and 34 are pending in this application. Claims 1, 11, 30 and 34 are independent claims. In the Amendment C, Claims 1-4, 9-10, 30, and 34 were amended, and Claims 17-33 were canceled.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1, 2, 4, 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hamano et al ("Hamano", US 2002/0166127).

As per independent claim 1, Hamano discloses a method of displaying a commercial message on a display device of a computer during a user waiting time, the method comprising: selecting the commercial message from a non-volatile memory ([0032] lines 8-11); and displaying the selected commercial message on the display device during the user waiting time, wherein the user waiting time includes waiting time

associated with the computer entering sleep mode ([0035] lines 1-9,15-19). While Hamano fails to teach a computer entering a sleep mode, he does teach displaying a message during a waiting time. However, the difference of entering a sleep mode with any other wait time associated with the computer is merely non-functional descriptive material. The specific waiting time of entering the sleep mode does not patentably distinguish the claimed system. It would have been obvious to an artisan at the time of the invention to provide advertisements during any type of user waiting time in Hamano because entering sleep mode does not patentably distinguish the claimed invention.

As per claim 2, which is dependent on claim 1 Hamano discloses a method wherein the commercial message comprises an advertisement message ([0029] lines 1-3).

As per claim 4, which is dependent on claim 1, Hamano discloses a method wherein the step of selecting the commercial message further comprises the steps of: tracking internet information associated with the computer ([0034] lines 1-6); and choosing the commercial message to download to the non-volatile memory from a website based on the internet information ([0034] lines 6-12).

As per claim 27, which is dependent on claim 1, Hamano discloses a method further comprising: tracking user preferences; and downloading additional commercial messages to the non-volatile memory that are tailored to the user's interests based on the tracked user preferences ([0034] lines 6-12).

6. Claims 9,10,18,19,28,30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hamano et al ("Hamano", US 2002/0166127) in view of Petrecca et al ("Petrecca", US# 5781894).

As per claim 9, which is dependent on claim 1, Hamano fails to disclose displaying a message according to a weight. However, Petrecca teaches a method wherein the commercial message is displayed for a duration according to a time weight assigned to the commercial. (Column 1 lines 64-67). Therefore it would have been obvious to an artisan at the time of the invention to combine the method of Hamano with the current teaching of Petrecca. Motivation to do so would have been to provide the user with a message, which would not cause an extended waiting time by waiting for the commercial message to finish.

As per claim 10, which is dependent on claim 1, Hamano fails to disclose displaying a message according to a frequency weight. However, Petrecca teaches a method wherein the commercial message is repeated according to a frequency weight assigned to the commercial message (Column 3 lines 14-17). Therefore it would have been obvious to an artisan at the time of the invention to combine the method of Hamano with the current teaching of Petrecca. Motivation to do so would have been to provide the user with a variety of messages to prevent the loss of interest.

As per claim 18, which is dependent on claim 11 Hamano-Petrecca teaches a system wherein deletion the commercial message in the memory is selectively enabled (Petrecca, Column 4 lines 52-53).

As per claim 19, which is dependent on claim 11, Hamano-Petrecca teaches a system wherein display of the commercial message is selectively disable (Petrecca, Column 4 lines 48-53).

As per claim 28, which is dependent on claim 1, Hamano fails to distinctly point out an alternate type of user wherein the user has an option to disable the messages. However, Petrecca teaches determining whether the user is a premium user (Column 3 lines 49-55); in response to determining that the user is a premium user, providing an option to the user to disable display of the commercial message (Column 3 lines 49-51). Therefore it would have been obvious to an artisan at the time of the invention to combine the method of Hamano with the current teaching of Petrecca. Motivation to do so would have been to provide the user with an opportunity to rid of the commercial messages while other non-premium users lack the option.

As per claim 30, Hamano-Petrecca discloses a method of displaying a commercial message on a display device of a computer during a user waiting time, the method comprising: selecting the commercial message from a non-volatile memory (Hamano, [0032] lines 8-11); and displaying the selected commercial message on the display device during the user waiting time, wherein the user waiting: time includes waiting time associated with at least one of the computer entering sleep mode, the computer waking from sleep mode, a virus scan, and a disk scan (Hamano, [0035] lines 1-9, 15-19); wherein the commercial message is repeated according to a frequency weight assigned to the commercial message (Petrecca, Column 3 lines 14-17);

assigning the frequency weight to the commercial message based on a revenue generating capacity of the commercial message (Hamano, [0036] lines 1-5).

7. Claim 3 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hamano et al ("Hamano", US 2002/0166127) in view of Kreynin et al ("Kreynin", US# 6067570).

As per claim 3, which is dependent on claim 1, Hamano fails to disclose a message, which includes productivity enhancement tips. However, Kreynin teaches a method wherein the commercial message comprises productivity enhancement tips for the computer (Column 8 lines 56-65). Therefore, it would have been obvious to an artisan at the time of the invention to combine Hamano's method with Kreynin's teaching. Motivation to do so would have been to benefit from the updating of standard screens that are presented to the PC operator during times of waiting (Column 8 lines 56-60).

8. Claim 29 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hamano et al ("Hamano", US 2002/0166127) in view of Buch et al ("Buch", US# 6463468).

As per claim 29, which is dependent on claim 1, Hamano fails to distinctly point out providing a password to enable updating of advertisements. However, Buch teaches a method further comprising providing a password to enable secure updating of the non-volatile memory with a password (Column 12 lines 42-51; wherein a password is used to authenticate user by the servers, Column 7 lines 56-61). Therefore, it would have been obvious to an artisan at the time of the invention to combine Hamano's

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method with Buch's teaching. Motivation to do so would have been to prevent any non-certified or tampered advertisements from being downloaded to the user computer.

9. Claims 11-16,20,21,34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hamano et al ("Hamano", US 2002/0166127) in view of Rao et al ("Rao", US 2003/0171990).

As per independent claim 11, Hamano discloses a computer system for displaying a commercial message comprising: a display device (Figure 4 item 411); a processor coupled to the display device (Figure 4 item 401); and a memory coupled to the processor and containing code adapted to display the commercial message on the display device ([0046] lines 3-8) during a user waiting time, wherein the user waiting time includes waiting time associated with at least one of the computer system entering sleep mode, a virus scan, and a disk scan ([0035] lines 1-9,15-19). Hanna fails to distinctly point out displaying a message based on its revenue generating capacity. However, Rao teaches further adapting memory to store a frequency weight to determine frequency of displaying the commercial message, the frequency weight having a value assigned according to a revenue generating capacity of the commercial message ([0026] lines 1-19). Therefore it would have been obvious to an artisan at the time of the invention to combine the teaching of Rao with the system of Hamano. Motivation to do so would have been to maximize revenue for any given advertising period.

As per claim 12, which is dependent on claim 11, Hamano-Rao discloses a system wherein the memory comprises a flash read-only memory (ROM) (Hamano, [0047] lines 4-8).

As per claim 13, which is dependent on claim 11, Hamano-Rao discloses a system wherein the memory comprises a hard drive (Hamano, [0020] lines 1-5; *personal computers including hard drives*).

As per claim 14, which is dependent on claim 11, Hamano-Rao discloses a system wherein the memory is updated with the commercial message from the Internet when the computer is connected to a website (Hamano, [0034] lines 1-3).

As per claim 15, which is dependent on claim 11, Hamano-Rao discloses a system wherein the code comprises Basic Input/Output System (BIOS) code (Hamano, [0030] lines 1-6).

As per claim 16, which is dependent on claim 11, Hamano-Rao discloses a system wherein the code comprises a commercial messaging application (Hamano, [0030] lines 1-6).

As per claim 20 which is dependent on claim 11, Hamano-Rao discloses s a system wherein the commercial message is selectively saved for future display on the display device (Hamano, [0034] lines 9-12).

As per claim 21, which is dependent on claim 11, Hamano-Rao discloses a system wherein the type of commercial message is user selectable (Hamano, [0052] lines 6-10).

As per claim 33, Hamano teaches a system to display commercial messages, comprising: a display device; a basic input/output system (BIOS) routine executable to display a first commercial message on the display device during a boot-up period (Hamano, [0030] lines 1-6); an operating system (Hamano, [0035] lines 9-11); and an application executable, after loading and execution of the operating system, to display a second commercial message on the display device during a user wait period (Hamano, [0035] lines 11-16) wherein the user wait period includes a wait period associated with at least one of the system the system exiting sleep mode, a virus scan, a file download, and a disk scan (Hamano, [0035] lines 1-9, 15-19); and a memory to store a frequency weight to determine frequency of display of the second commercial message, the frequency weight having a value assigned according to a revenue generating capacity of the second commercial message (Rao, [0026] lines 1-19).

Response to Arguments

10. Applicant's arguments filed 12/12/2005 have been fully considered but they are not persuasive.

Applicant argues that there is no motivation to combine Hamano with Rao. However, both Hamano and Rao are directed towards advertising systems. In advertising it is often advantageous to optimize the revenue from advertisements, this is one of the main reasons for advertising. Rao teaches a way to optimize revenue generated from running the campaign by running the advertisements that have the

highest click rate or higher cost per click, in order to achieve this goal. The advertisement system of Hamano would clearly implement this optimization of generating revenue, since it is a main goal of advertising. Motivation can be found in Rao ([0026] lines 15-19) to support this.

Applicant argues that Hamano and Petrecca do not teach the frequency weight based on a revenue generating capacity of the commercial message. As noted above a main goal in advertisements is to generate revenue from the advertising. Petrecca teaches the frequency aspect of the claim by selecting certain advertisements based on a given criteria. Hamano teaches tailoring a given advertisement in order to generate more revenue. Therefore one skilled in the art would realize that tailoring the advertisement in order to generate revenue in combination of selecting a specific advertisement based on a certain criteria would be sufficient to show the limitation of a frequency weight based on revenue generating. The ads will be more effective and more money will be generated since the advertisements are tailored to a user, in this case by frequency.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP

§ 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ryan F. Pitaro whose telephone number is 571-272-4071. The examiner can normally be reached on 7:00am - 4:30pm M-Th, and alternating F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kristine Kincaid can be reached on 571-272-4063. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Ryan Pitaro
Art Unit 2174
Patent Examiner

RFP


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